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Activities of the Department of Public Information: outreach and knowledge services

Report of the Secretary-General

Summary

The present report, prepared in accordance with General Assembly resolution 72/90 B, provides a summary of key advances made by the Department of Public Information from September 2017 to March 2018 in promoting the work of the United Nations to the global audience through its outreach and knowledge services.

The outreach and knowledge services subprogramme, one of three subprogrammes of the Department, is implemented by its Outreach Division. It works to enhance understanding of the role, work and concerns of the United Nations and to encourage the exchange of ideas and information in support of the goals of the Organization.

The activities of the other subprogrammes of the Department, namely, strategic communications services and news services, are described in separate reports of the Secretary-General (A/AC.198/2018/2 and A/AC.198/2018/3, respectively).

* A/AC.198/2018/1.

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I. Introduction

1. In its resolution 72/90 B, the General Assembly took note of the reports of the Secretary-General on the activities of the United Nations Department of Public Information submitted for consideration by the Committee on Information at its thirty-ninth session (A/AC.198/2017/2, A/AC.198/2017/3 and A/AC.198/2017/4) and requested the Secretary-General to continue to report to the Committee on the activities of the Department.

2. The Department hereby submits the information requested on outreach and knowledge services.

3. The present report provides an overview of the strategic direction followed by the Outreach Division and highlights activities reaching out to a wide range of constituencies. It also provides a summary of activities undertaken by the Department's library services, including the Dag Hammarskjöld Library at United Nations Headquarters.

II. Developing increased understanding and support for the work of the United Nations

4. The Department plays a pivotal role in reaching out to civil society and especially to young people. Academia, artists, the entertainment industry, sports and local communities are among key groups for fostering a deeper understanding of and support for the ideals and activities of the United Nations. Efforts have been focused on raising awareness of the important role played by the Organization in current affairs, in particular in peace and security, human rights and sustainable development.

5. The Department has proactively sought to engage its many constituencies through multiple products and services by bearing multilingualism in mind and conducting the requisite evaluation of its activities. Diverse audiences worldwide have been targeted through social media, websites, publications, teaching materials, conferences, briefings and visitors' service, with a view to their involvement in the work of the Organization.

III. Increasing involvement of civil society: United Nations Academic Impact initiative as a catalyst to partnership with the academic community

6. At its thirty-ninth session, the Committee on Information encouraged the United Nations Academic Impact initiative to facilitate exchanges between the United Nations and institutions of higher education and related communities in support of the Organization, the realization of the 2030 Agenda for Sustainable Development, fostering global citizenship and filling knowledge gaps. During the reporting period, the initiative continued to act as a conduit of research, innovation and technical expertise from the academic and research communities to the United Nations. It harnessed the work being done at institutions of higher learning and research for the benefit of the global community. In October, the fourth annual J. Michael Adams Lecture and Conversation series was held at United Nations Headquarters, featuring a webcast discussion entitled "Women uniting nations: a conversation on struggles against sexual violence around the world". The lecture was delivered by Ruchira

Gupta, Adjunct Associate Professor at New York University and Founder and President of Apne Aap Women Worldwide, a grass-roots movement working to end sex trafficking.

7. In late 2017, the United Nations Academic Impact initiative reached agreement with the UNESCO Asia-Pacific Centre of Education for International Understanding on organizing an annual conference on global citizenship education, with the inaugural meeting in 2018, to address human rights. As 2018 began, the initiative launched two new cost-neutral partnerships in support of academic contributions to attaining the Sustainable Development Goals: one with the non-profit organization Millennium Campus Network to develop a leadership programme for university undergraduates around the world that promotes the 2030 Agenda for Sustainable Development and garners support for United Nations objectives; and the other with the private corporation ELS Educational Services in creating a "global citizen English language program" fostering foreign language communication skills and global competencies to promote the Sustainable Development Goals. The United Nations Academic Impact initiative was also an active invited participant in the Group of Friends for Global Citizenship Education, newly formed by Member States at United Nations Headquarters in New York, and supported the launch in December 2017 of the PyeongChang Forum for the Earth and its Citizens, which featured a panel discussion on global citizenship education.

8. The Committee also called for the Department to encourage balanced participation among Member States in the initiative and their continued support for it; and requested the Secretary-General to promote the initiative by encouraging eligible institutions in all regions, especially from developing countries, to enrol and contribute to the goals of the United Nations. United Nations Academic Impact continued to engage with its audiences through social media as well as through its redesigned multilingual website and revamped monthly newsletter, along with presentations at academic meetings such as the Conference of Mediterranean Universities, held in Cairo in November 2017. Successful outreach in this fashion enabled the initiative to publish substantially increased content from member institutions on their activities for United Nations goals and mandates. These included the founding of the first graduate school in France dedicated to the challenges of sustainable development; the provision of aid for earthquake victims in Mexico; and the celebration of cultural diversity in Oman. Membership continued to increase and diversify, especially as more institutions from the sub-Saharan and South Asian regions enrolled. United Nations Academic Impact was also the subject of an international academic research study published in November 2017 in the peer-reviewed journal *Frontiers in Psychology*, in which it was concluded that, in the implementation of its principles, it should adhere closely to the cultural requirements of the respective society and be accompanied by thorough informational campaigns about United Nations educational goals.

IV. Engaging the public: exhibits, guided tours and the United Nations Bookshop

9. In support of international days and events, the Department's Exhibits Unit facilitated the display of nine exhibits presented in the Visitors' Lobby gallery spaces in the General Assembly Building. These included "The United Nations at 70: moments and milestones", an exhibit on the history of the United Nations; "Dream big, Princess", about promoting gender equality and empowering young girls; "The

Palestinian People: everlasting roots, infinite horizons", marking the International Day of Solidarity with the Palestinian People; "The Butterfly Project" and "Survivors, victims and perpetrators", marking the International Day of Commemoration in memory of the victims of the Holocaust; "Rural women, human rights", in connection with the sixty-second session of the Commission on the Status of Women; "Say it loud", marking the International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade; "Clean water here", marking World Water Day and the launch of the International Decade for Action, "Water for Sustainable Development", 2018–2028; and the continuous exhibit "A workshop for peace: designing the United Nations Headquarters", about the history of United Nations Headquarters in New York. In addition to the exhibits being accessible at no cost to visitors to the United Nations, their reach has been amplified through an online gallery and promotion on the Organization's multilingual flagship social media accounts.

10. United Nations guided tours employ multilingual staff and offer tours in multiple languages. During the reporting period, 25 multilingual tour guides offered tours in the six official languages of the United Nations, as well as in German, Hebrew, Italian, Japanese, Korean and Portuguese, in response to visitors' demand. The total number of visitors projected to have toured United Nations Headquarters between 1 September 2017 and 31 March 2018 amounts to over 140,000.

11. In November 2017, the Department opened a "UN Kids Corridor" along the tour route, where colourful displays and interactive audiovisual elements help tour guides tell the United Nations story for children aged 5 to 10. Marketing efforts to promote the guided tour of the United Nations throughout New York City led to United Nations guided tours being nominated as a finalist for best tourist attraction at the Concierge Choice Awards in October 2017.

12. Since 2016, the Visitors Services Section has been facilitating the NYC Junior Ambassadors initiative, in partnership with the New York City Mayor's Office for International Affairs. The initiative is aimed at educating New York City public middle school students about international affairs and the work of the United Nations. Each group of students took a United Nations guided tour and received a briefing by a United Nations official on a topic aligned with their curriculum. As at 1 March 2018, over 1,300 students and 155 teachers have participated in the initiative.

13. The Department also engaged external audiences through the United Nations Speakers Bureau, with briefings at Headquarters as well as at external locations. From 1 September 2017 to 31 March 2018, those briefing programmes reached an audience of 16,500, including high school and university students, as well as numerous civil society organizations and professional associations, together with the "United Nations works for you", or UN4U, outreach activity, through which United Nations officials visit schools to speak with students. The Department continued to provide information materials for visitors, teachers and students, produced fact sheets in the six official languages and maintained an active social media presence.

14. During the reporting period, the United Nations Bookshop held 12 "meet the author" events on themes ranging from human trafficking, media and humanitarian action to international law.

V. Enhancing, empowering and strengthening the voice of young people

A. The Office of the Envoy of the Secretary-General on Youth

15. The Office of the Envoy of the Secretary-General on Youth undertook a variety of outreach efforts in the reporting period. The Envoy on Youth, Jayathma Wickramanayake, who was appointed by the Secretary-General and assumed office on 17 July at the start of the high-level political forum on sustainable development, convened and participated in numerous youth-focused events, initiatives and activities. The Envoy systematically promoted the involvement of youth-led and youth-serving organizations and other youth stakeholders in the United Nations system and beyond.

16. During the high-level segment of the seventy-second session of the General Assembly, the Office of the Envoy held a series of youth-focused events, including the annual Young Leaders x World Leaders breakfast, which brought over 100 youth representatives together with world leaders prior to the official opening of the General Assembly. Additionally, the Envoy — among other engagements — spoke at the Social Good Summit, the World Economic Forum on Sustainable Development Impact Summit, Financing the Future: Education for All event, and the launch of the Spotlight Initiative to eliminate violence against women and girls. The Office supported a range of youth speakers attending the General Assembly session and engaged them in partner-led events as part of Global Goals Week 2017 and the youth programming of the SDG Media Zone.

17. Raising awareness about youth needs and promoting their rights, the Envoy undertook missions to every continent and region, including missions to the following countries: Colombia, the Dominican Republic, Fiji, Ghana, India, Iraq, Kenya, Nigeria, Russia, Senegal, Somalia and South Africa. During those visits, the Envoy engaged with government officials, including at the highest levels, and representatives of the United Nations system, civil society and, in particular, youth networks and organizations. She also engaged with United Nations system partners in New York and other headquarters locations, including Geneva, Nairobi and Rome. Staff members of the Office of the Envoy engaged in various events in Denmark, Georgia, Germany and Saudi Arabia.

18. The inaugural class of the Young Leaders for the Sustainable Development Goals participated in scores of engagements around the world to mobilize young people in support of the Goals. The initiative recognizes and convenes young leaders, aged 18 to 30, who can support the Organization's work to catalyse action by and for young people towards the realization of the Goals. The Office of the Envoy launched the call for applications in October for the next class of Young Leaders with a global social media campaign. With the help of United Nations information centres, United Nations Country Teams and other partners, the campaign yielded over 8,000 applications from 184 countries. The new class of Young Leaders is expected to be announced in mid-2018.

19. On 30 and 31 January 2018, the sixth Economic and Social Council Youth Forum was held at Headquarters, under the theme "The role of youth in building sustainable and resilient urban and rural communities". Convened under the auspices of the President of the Economic and Social Council, the Forum was organized by the Office of the Envoy and the Department of Economic and Social Affairs, in collaboration with the United Nations Inter-Agency Network on Youth Development.

The outcome of the Forum was a contribution to the forthcoming high-level segment of the Council and the high-level political forum. On the sidelines of the Forum, an SDG Media Zone was organized by the Department of Public Information, the Office of the Envoy and the Department of Economic and Social Affairs as a space where participants in the Youth Forum, guests, journalists, bloggers, youth representatives and other stakeholders engaged in informal conversations about new initiatives and projects aimed at strengthening the involvement of young people in achieving the Sustainable Development Goals. Along with the webcast of all Forum sessions, the SDG Media Zone events were broadcast live to an online global audience, which enabled the Youth Forum to engage key stakeholders and young people not physically present.

20. The Office of the Envoy saw significant growth on its social media platforms @UNYouthEnvoy on Twitter, Facebook and Instagram, promoting the work of the United Nations for young people and opportunities for young people, as well as key events and moments at and around the United Nations. The Office also regularly liaised with the press to conduct interviews with the Envoy and feature United Nations youth-related work. Notably, "NowThis Her", in collaboration with UN Video of the Department of Public Information, created a video feature on the Envoy's activities during the opening of General Assembly that garnered more than 100,000 Facebook views in one month.

B. Young people and educational outreach

21. In collaboration with the organization "United Ambassadors", the Department of Public Information held a training session on the "UN4MUN" approach to Model United Nations, in New York in late August that was attended by 60 student leaders and advisers from 25 countries. Student leaders and advisers were encouraged to organize their future Model United Nations conference in line with the "UN4MUN" approach.

22. Briefings for students interested in Model United Nations were held at the Bronx Aerospace High School in New York in November and via Skype with London Metropolitan University in October. United Nations information centres participated in a Model United Nations webinar in November.

23. In October, the Department conducted workshops at the Qatar Leadership Conference, a professional development opportunity for high school students to build their leadership skills and enhance their knowledge about global issues, the United Nations and Model United Nations. One outcome was the launch of a new initiative MUN Impact to connect Model United Nations organizers with each other and help move students from academic debate to action, in particular to support the Sustainable Development Goals.

24. In commemoration of the International Day of Peace, the student observance "Together for peace: respect, safety and dignity for all" was held at Headquarters in New York on 15 September. Students presented peace projects highlighting initiatives to benefit refugees and migrants. The Department produced related websites, print materials and animated videos in all six official languages.

C. Reham Al-Farra Memorial Journalists' Fellowship Programme

25. In 2017, 15 journalists (8 women and 7 men) participated in the Reham Al-Farra Memorial Journalists' Fellowship Programme, held in New York from 10 to 29 September. The journalists came from Argentina, Bangladesh, Brazil, Colombia, the Dominican Republic, Egypt, Georgia, Ghana, India, Iran, Mexico, Pakistan, Philippines, South Africa and Ukraine.

26. Over the course of the three-week Programme, the journalists attended briefings on topics high on the United Nations agenda; regularly attended United Nations press conferences; connected with press freedom advocates; and received training in digital security. Cumulatively, they produced more than 100 news pieces in eight different languages during their stay at United Nations Headquarters. Since its founding, the Fellowship has hosted 582 journalists from more than 168 countries.

VI. Library services: updates from the Dag Hammarskjöld Library

A. Steering Committee for Libraries of the United Nations: cooperation between the Dag Hammarskjöld Library and the Library of the United Nations Office at Geneva

27. The Dag Hammarskjöld Library and the Library of the United Nations Office at Geneva continued their cooperation in the efficient operation of a unified resource management system. The ALMA/Primo system, which was launched in December 2016, caters to the collection, management and dissemination of non-United Nations content acquired by the two flagship libraries. Other United Nations libraries may decide to join.

B. Information and knowledge services

28. The Dag Hammarskjöld Library's research.un.org website is available in the six official languages. The website includes United Nations Documentation research guides, as well as topic guides on current issues. Two new guides were published during the reporting period, on the Trusteeship Council and on decolonization. The research guides received over 190,000 views per month. From September 2017 to March 2018, the Frequently Asked Questions knowledge base in ask.un.org was accessed more than 360,000 times, of which some 293,000 requests were for services in English, 57,000 for Spanish and 8,200 for French.

29. During the reporting period, more than 7,200 requests from clients were received by telephone and in person through the online reference platform, Ask DAG. Some 1,550 of the requests came from permanent missions and more than 2,600 were from United Nations staff. The Library training programme in New York offered 130 training sessions in English, French and Spanish, with a total attendance of 1,258 clients, of whom 552 were permanent mission staff and delegates.

C. Digitization programme

30. During the past 19 years, the Dag Hammarskjöld Library and the Library of the United Nations Office at Geneva digitized a combined total of 450,000 documents (some 6,067,600 pages), including all core Security Council documents, the majority of General Assembly documents and some Economic and Social Council documents. Additional series of documents requested on an ad hoc basis were also included in the programme. During the period September 2017 to March 2018, the Library digitized 12,500 documents and publications (some 156,000 pages), which included 55 volumes of past issues of the Statistical Yearbook. Since the in-house digitization operation was launched in March 2017, 1,400 United Nations peacekeeping maps have been digitized and uploaded to the United Nations Digital Library.

31. The result of the in-house digitization operations has been excellent in terms of quality. There remain, however, 17 million documents in paper format, of which about 3 million documents and 8,000 maps have been identified as important. The in-house digitization programme has digitized close to 500,000 of these 3 million documents, leaving about 2.5 million still to be digitized. It is estimated that, given the magnitude of the task, the remainder will take several years to complete.

32. In response to paragraph 86 of General Assembly resolution 70/9, the Department prepared a funding proposal for outsourcing the digitization of 1 million older important documents, consisting of official records of major United Nations organs, including resolutions; meeting records; reports of committees, commissions and other major bodies; budgetary and financial reports; and reports of major United Nations conferences, including preparatory meeting documents. The remaining 1.5 million documents and maps will continue to be handled in-house, using the combined resources of the Department for General Assembly and Conference Management and the Department of Public Information.

33. The main outsourcing will include the scanning of some 1 million documents; quality control of scanned output; conversion for optical character recognition; factual metadata creation; and uploading to the Official Document System, the United Nations Digital Library and other websites. It is estimated that four years will be needed to digitize the selected documents. The cost of the entire process is estimated at $4.632 million. The possibility of funding through extrabudgetary resources or contributing extrabudgetary funds to such a project has been discussed with some Member States.

34. Upon completion of the project, all remaining parliamentary documents of the General Assembly and the Economic and Social Council and the entire collection of the Trusteeship Council documents would be fully digitized and made available online through the Official Document System and the United Nations Digital Library.

35. It is noted that there are offices of the United Nations Secretariat other than those in Geneva and New York that already have programmes in place for the digitization of documents and publications produced in their duty stations. Duty stations with their own repositories include the Economic Commission for Africa in Addis Ababa (http://repository.uneca.org) and the Economic Commission for Latin America and the Caribbean in Santiago (http://repositorio.cepal.org). The United Nations Office at Vienna and the Economic and Social Commission for Western Asia have sent in all their digitized documents for inclusion in the United Nations Digital Library; newly digitized documents are sent daily. The United Nations Office at Vienna continues to handle requests for older documents on an ad hoc basis. The

United Nations Office at Nairobi no longer has a physical library onsite and conducts most of its information and knowledge-sharing activities online.

D. Depository libraries

36. United Nations depository libraries numbering 356 in a total of 136 countries currently receive a minimal number of United Nations publications in print, as United Nations Headquarters in New York ceased dissemination of print publications to partner libraries completely as of 2013, with the exception of the *Yearbook of the United Nations*.

E. Library material acquisitions

37. The Dag Hammarskjöld Library expanded access to the collection by subscribing and disseminating paper and electronic information products. The Library offers its clients access to 50 research databases accessible at United Nations Headquarters in New York via Ethernet and Wi-Fi and from home via a remote access platform. About 750 titles were acquired for the collection and an additional 200 were borrowed from partner libraries to meet clients' urgent needs for information. The United Nations System Electronic Information Acquisition Consortium — an electronic information purchasing and management mechanism for United Nations system organizations, managed by the Library — achieved for the 2017 subscription cycle total cost avoidance of approximately $4.1 million for its members.

F. Outreach and community engagement

38. During the reporting period, the Dag Hammarskjöld Library conducted briefings for over 550 permanent mission, Secretariat, and United Nations system staff. Activities included customized training sessions for the Permanent Missions of Australia, Austria and Ghana; briefings to new delegates as part of an annual programme; a webinar for staff and interns of the United Nations Interregional Crime and Justice Research Institute; and information booths during the United Nations Conference to Support the Implementation of Sustainable Development Goal 14: Conserve and sustainably use the oceans, seas and marine resources for sustainable development (Ocean Conference) and during the high-level informal plenary meeting to commemorate and promote the International Day for the Total Elimination of Nuclear Weapons, as well as several events in partnership with the Office of the Special Adviser on Africa, the United Nations Development Programme and the International Federation of Library Associations and Institutions.

39. The Library delivered presentations and provided briefings and tours on its research and service portfolio to more than 350 external clients, United Nations conference participants and visitors.

40. The reporting period was one of the most successful on record for the Library's branded English, French and Spanish social media channels, which aim to extend its reach, with more than 2 million views of Twitter content alone. The Library account @UNLibrary had some 54,800 Twitter followers as at December 2017. Followers have also increased on Facebook (7,427 likes) during the same period.

41. In addition to promoting the Library's knowledge services, social media posts focused on United Nations priorities, specifically, the Sustainable Development Goals

and the seventy-second session of the General Assembly. Library campaigns included the promotion of the United Nations Digital Library and "Behind the scenes" at the Library.

G. Digital initiatives

42. The United Nations Digital Library is steadily growing to become the central repository for the United Nations. In the first seven months of its existence, the number of downloads reached a total of 1.6 million, from all over the world — many of them in low-income countries. For the period September 2017 to March 2018, there were more than 187,500 downloads per month, 20,000 unique sessions and over 250 requests for alert registration.

43. The libraries of the United Nations Office at Geneva, the United Nations Office at Vienna and the Economic and Social Commission for Western Asia have joined the United Nations Digital Library to offer born-digital and turned-digital United Nations documents and publications to citizens worldwide, free of charge.

H. Information and document analysis

44. During the reporting period, some 9,300 official United Nations documents and other programme-related materials were analysed and added to the Dag Hammarskjöld Library's online system, enabling users worldwide to easily find, access and share United Nations official information and publications in a timely manner, as well as allowing websites such as that of the Sixth Committee of the General Assembly to offer real-time automatic document updates to their specialized audiences. The development and maintenance of the United Nations Bibliographic Information System thesaurus — a structured multilingual database of authorized indexing vocabulary in six United Nations official languages — continued.

VII. NGO Relations, Advocacy and Special Events

A. Outreach to the creative community

45. During its thirty-ninth session, the Committee on Information stressed that the central objective of the outreach and knowledge services implemented by the Department was to promote awareness of the role and work of the Organization by fostering dialogue with global constituencies. As part of its efforts in this regard, the Department continued to foster awareness of the issues and work of the United Nations through creative partnerships with the entertainment industry.

46. In October 2017, a collaboration between the Department and Mattel, to incorporate Sustainable Development Goals into the storylines of the animated children's television series Thomas and Friends was announced at MIPJunior, the leading global television industry event for children's programming. Sustainable Development Goal-related content is also scheduled to appear in an upcoming Thomas and Friends feature film, as well as a variety of additional content, including bespoke short-form videos and social media campaigns and learning materials targeted at both preschool children and their caregivers. Thomas and Friends is watched by children in over 100 countries in more than 30 languages, and the Sustainable Development Goal-related materials will be multilingual.

47. In November 2017, the Department facilitated on-location filming for the Bollywood production *Padman* at United Nations Headquarters in New York. The film, a fictionalized account of a social entrepreneur who revolutionized the manufacture of low-cost sanitary napkins for women in rural India, provided a unique opportunity to raise awareness of related Sustainable Development Goals and to underline the Organization's central role in promoting good health, gender equality and sanitation. In addition to *Padman*, which was scheduled for release in January 2018, the Department facilitated filming at United Nations locations for three documentary films and a television production in the latter half of 2017.

B. Activities of the United Nations Messengers of Peace

48. At its thirty-ninth session, the Committee on Information called upon the Department to continue to involve United Nations Messengers of Peace, Goodwill Ambassadors and other advocates in its global communications and media strategies and outreach activities. Accordingly, the Department worked with the Messengers of Peace to take advantage of their visibility to raise awareness of United Nations priorities.

49. In September, United Nations Messenger of Peace Jane Goodall participated in the annual observance of the International Day of Peace at United Nations Headquarters. In the following week, during a high-level debate of the General Assembly, Messenger of Peace Malala Yousafzai took part in a moderated discussion with her father Ziauddin at the launch of the European Union-United Nations Spotlight Initiative to eliminate violence against women and girls. She also joined the Presidents of France, Malawi and Senegal, the Prime Minister of Norway, the Secretary-General and other dignitaries in speaking at an event entitled "Financing the Future: Education 2030". The event was co-hosted by France, Malawi, Norway and Senegal and organized by the Education Commission, the Global Partnership for Education, the Malala Fund, ONE, the United Nations Children's Fund and the United Nations Educational, Scientific and Cultural Organization (UNESCO).

50. In October, United Nations Messenger of Peace Midori visited earthquake-affected areas of Mexico and participated in an event at the Conservatorio Nacional de Música in Mexico City, organized in collaboration with UNESCO. In November Ms. Goodall and United Nations Goodwill Ambassador for Biodiversity Edward Norton recorded narrations for videos to showcase groundbreaking initiatives that were presented with United Nations Momentum for Change Climate Solutions Awards at the twenty-third session of the Conference of the Parties to the United Nations Framework Convention on Climate Change, held in Bonn, Germany, from 6 to 17 November 2017. The videos were screened at the Conference and distributed through United Nations and partner social media accounts.

51. For Human Rights Day on 10 December, Messengers of Peace Princess Haya, Daniel Barenboim, Paulo Coelho, Michael Douglas and Yo-Yo Ma video recorded readings of articles of the Universal Declaration of Human Rights for the launch of a social media campaign promoting the seventieth anniversary of the Declaration, in 2018. The participatory campaign encourages people all over the world to record themselves reading an article of the Declaration in one of more than 70 languages and post the videos on a website developed for the campaign. The Department also facilitated the participation of goodwill ambassadors of the wider United Nations system and other celebrities with broad social media outreach.

C. Special events

52. The Department raised awareness of the issues on the United Nations agenda through the organization of special events. On 24 October 2017, the Department held the annual United Nations Day Concert, sponsored by the Permanent Mission of the Slovak Republic to the United Nations and featuring a performance from Lúčnica, the Slovak National Folklore Ballet. The concert had the theme of "Potential in diversity", to promote respect, safety and dignity for all, and featured remarks from the Deputy Secretary-General and the President of the General Assembly, as well as the Under-Secretary-General for Global Communications and the Permanent Representative of the Slovak Republic to the United Nations. The concert was attended by some 1,700 guests, was broadcast live on the United Nations Web TV platform and is accessible on the United Nations YouTube channel.

53. In response to the request made by the Committee at its thirty-ninth session, the Department worked with the United Nations Alliance of Civilizations on a news literacy discussion in September 2017 on distinguishing fake news from opinion-making information.

D. NGO relations

54. As part of its continued efforts to empower youth from various parts of the world, NGO Relations provided access to NGO youth representatives affiliated with the Department, who co-organized and collaborated with various United Nations entities to conduct youth-led NGO Briefings and Chat Series. Currently, there are 530 NGO Youth Representatives active at the United Nations Headquarters in New York, who act as a liaison between the United Nations and their respective non-governmental organizations. NGO Relations facilitated the participation of NGO Youth Representatives at United Nations entities and Member State-led advocacy initiatives such as the "Peace Is..." series, organized by the Permanent Mission of Japan to the United Nations, and the high-level breakfast meeting for youth delegates at the seventy-second session of the General Assembly, organized by the Office of the Secretary-General's Envoy on Youth.

55. The Department provided a platform for representatives of non-governmental organizations to dialogue informally with senior management of the United Nations through its briefings, communications workshops and orientation sessions, including, in 2017, with the President of the seventy-second session of the General Assembly, Miroslav Lajčák; the Under-Secretary-General for Global Communications, Alison Smale; and the Victims' Rights Advocate for sexual exploitation and abuse, Jane Connors. Several briefings on thematic topics were also held and attended by over 3,000 in-person participants, while followers of NGO Relations social media platforms increased to 26,551 on Twitter and Facebook.

56. In 2017, the Department associated 36 new non-governmental organizations, including six from developing countries. These organizations focus on issues such as education, environmental protection, cultural awareness and youth empowerment, inter alia. To help gain better support for respect, safety and dignity of refugees and migrants, the Together Campaign Department of Public Information NGO contact group advised on global communications strategies around the ongoing negotiations for the Global Compact on Migration.

VIII. United Nations flagship publications

A. Yearbook of the United Nations

57. In February 2018, the Department published the sixty-seventh volume of the *Yearbook of the United Nations*, covering the Organization's global activities in 2013. The research outlines available on the online Yearbook Pre-press were completed for the work of the United Nations system for the year 2014. The online multilingual Yearbook Express, featuring the chapter introductions to corresponding volumes of the Yearbook of the United Nations, continued to expand, with volumes 57 to 65 either now online or expected in 2018 in all languages. The Yearbook Express is produced at no cost to the Organization, through collaborative work with teams of translators engaged through the United Nations Volunteers online volunteering service.

B. *UN Chronicle*

58. In October 2017, the Department published an issue of the quarterly *UN Chronicle* on the importance of fostering and maintaining a commitment to a culture of prevention. Issue 4, 2017, of the *UN Chronicle* focused on global citizenship, while issue 1, 2018, examines "Water for Sustainable Development". The *UN Chronicle* is published in all six official languages online.

C. Basic Facts about the United Nations

59. The most recent edition of *Basic Facts about the United Nations*, published in the first half of 2017, is being translated for the first time simultaneously into Arabic, Chinese, French, Russian and Spanish; it is expected to be available electronically in all official languages in the first half of 2018.

IX. Knowledge Solutions and Design

A. Websites

60. The Knowledge Solutions and Design Section provided services for the public websites of the Department, such as site redesigns for the United Nations Academic Impact initiative and the United Nations Visitor Centre. The application process was also automated for the Reham al-Farra Memorial Journalists' Fellowship Programme, and improvements were made to the annual review and non-governmental organization accreditation process. The United Nations intranet, iSeek, continued to increase its reach as the primary intranet for United Nations staff, with the official integration of the United Nations Office at Geneva intranet into iSeek in April 2017. The Department of Political Affairs and the United Nations Office at Nairobi would be integrated in 2018.

B. The United Nations intranet

61. Some 546 stories in English and French and over 700 announcements on management issues, events and United Nations initiatives were posted on the United Nations intranet, iSeek and deleGATE. Such content helped raise awareness of the

Secretary-General's priorities, particularly in the areas of United Nations reform, the United Nations system-wide strategy on gender parity and the United Nations response to sexual exploitation and abuse. Stories and announcements also supported learning, innovation and the sharing of best practices. The Department updates the deleGATE website for Member States with events, announcements and stories from iSeek in English and French. Features added to the United Nations intranet include improved mobile access, search improvements, a new picture gallery and newsletter templates and a suggestion box for the Department of Management. The United Nations Joint Staff Pension Fund, the staff association of the United Nations Economic and Social Commission for Asia and the Pacific and the Office of Administration of Justice also acquired new pages.

62. The iSeek team has continued to work with the Office of Information and Communication Technology, which manages the current deleGATE platform, to develop a technological solution to allow select sections of the United Nations intranet to be available publicly. This is key to the integration of deleGATE (https://delegate.un.int) into the iSeek platform, as the information made available on deleGATE would contain publicly available content with password-protected content, available to representatives of permanent missions to the United Nations only. The migration is expected to take place in the third quarter of 2018.

C. Graphic design

63. The Department's Graphic Design Unit continued to support Secretariat departments and United Nations information services, providing visual communication and graphic design solutions for information campaigns, conferences and publications. The Unit designed social media and web graphics, brand identities, special emblems, posters, signage and a variety of promotional items and completed close to 350 design products for high-level events during the reporting period, including the International Decade for Action, "Water for Sustainable Development", 2018–2028, UNISPACE +50, the Sustainable Development Goals, Preventing and Responding to Sexual Exploitation and Abuse, the seventieth anniversary of the Universal Declaration of Human Rights, the United Nations emblem graphic standards and brand book, the 2017 Economic and Social Council forum on financing for development follow-up (Addis Ababa Action Agenda), the Office of Counter-Terrorism, the President of the General Assembly ("Focusing on people: striving for peace and a decent life for all on a sustainable planet", the theme of the general debate at the seventy-second session of the Assembly), the global compact for safe, orderly and regular migration, Gender Parity and Equality, United Nations social media and UNiTE to End Violence Against Women by 2030. The Unit supported multilingualism by creating products in the six official United Nations languages and beyond, a task which previously needed to be outsourced to other departments.

X. Remembrance activities

A. The Holocaust and the United Nations Outreach Programme

64. The Holocaust and the United Nations Outreach Programme collaborated with Member States and civil society to further Holocaust education and remembrance in 2017 under the theme "Holocaust remembrance: educating for a better future".

65. In August 2017, the Holocaust Programme and the International School for Holocaust Studies at Yad Vashem — the World Holocaust Remembrance Center, launched an international design poster competition with support from the Asper Foundation and the International Holocaust Remembrance Alliance. An exhibition featuring the 12 finalists was produced in all United Nations official languages and displayed at United Nations Headquarters in New York and around the world in January 2018.

66. On 9 November 2017, in partnership with the Anne Frank Center for Mutual Respect and the Facing History and Ourselves organization, New York, the Holocaust Programme marked the Kristallnacht pogrom of 1938 with a student event for middle and high school students titled "From desperation to inspiration: the seventieth anniversary of the Anne Frank Diary". Students learned about the Holocaust, its devastating impact on the Jewish community and the plight of refugees and migrants today.

67. On 18 January 2018, the exhibition "Portraits of Holocaust survivors", sponsored by the Permanent Mission of Switzerland to the United Nations, opened at United Nations Headquarters in New York. This exhibit told the individual stories of Holocaust survivors, including some of those who found refuge in Switzerland during or after the Second World War.

68. On 22 January 2018, the exhibition "Survivors, victims and perpetrators", sponsored by the Permanent Mission of Germany to the United Nations, opened at United Nations Headquarters in New York. The exhibit featured striking portraits — some hung on the outer fence at Headquarters — of Holocaust survivors.

69. On 23 January 2018, "The Butterfly Project: remembering the children of the Holocaust" exhibition opened at United Nations Headquarters in New York. The exhibition outlined the impact of the Holocaust on children and showcased an educational initiative called "The Butterfly Project", developed by Holocaust Museum Houston to teach this history to young people and encourage them to remember the 1.5 million children — primarily Jewish — who perished and to stand up against hatred and prejudice.

70. On 24 January 2018, the Programme screened the film *Children of the Holocaust* in partnership with the Permanent Mission of the United Kingdom of Great Britain and Northern Ireland. The film combined animation and interviews with survivors who recount their childhood experiences of Nazi atrocities, their escape from mainland Europe to Britain and the impact on their lives. A discussion with the film's producer and animator followed the screening.

71. On 25 January 2018, a briefing for non-governmental organizations on a variety of initiatives encouraging learning about the Holocaust and promoting diversity was held; and the Permanent Mission of Serbia sponsored the opening of the exhibition "Jasenovac: the right to remembrance" at United Nations Headquarters in New York.

72. On 29 January 2018, the Programme held a panel discussion on "Archives of the Second World War: their impact on history and humanity" at the Museum of Jewish Heritage — a Living Memorial to the Holocaust in New York. Represented on the panel were Northeastern University, the United States Holocaust Memorial Museum, United Nations Archives and Records Management Section and Boston College.

73. Also on that date, the Permanent Mission of Israel to the United Nations opened an exhibit to mark the thirtieth anniversary of the International March of the Living.

The exhibit, titled "Witness", documented the experiences of a quarter of a million people who have visited the former Nazi concentration camps and the importance of sharing this history with youth.

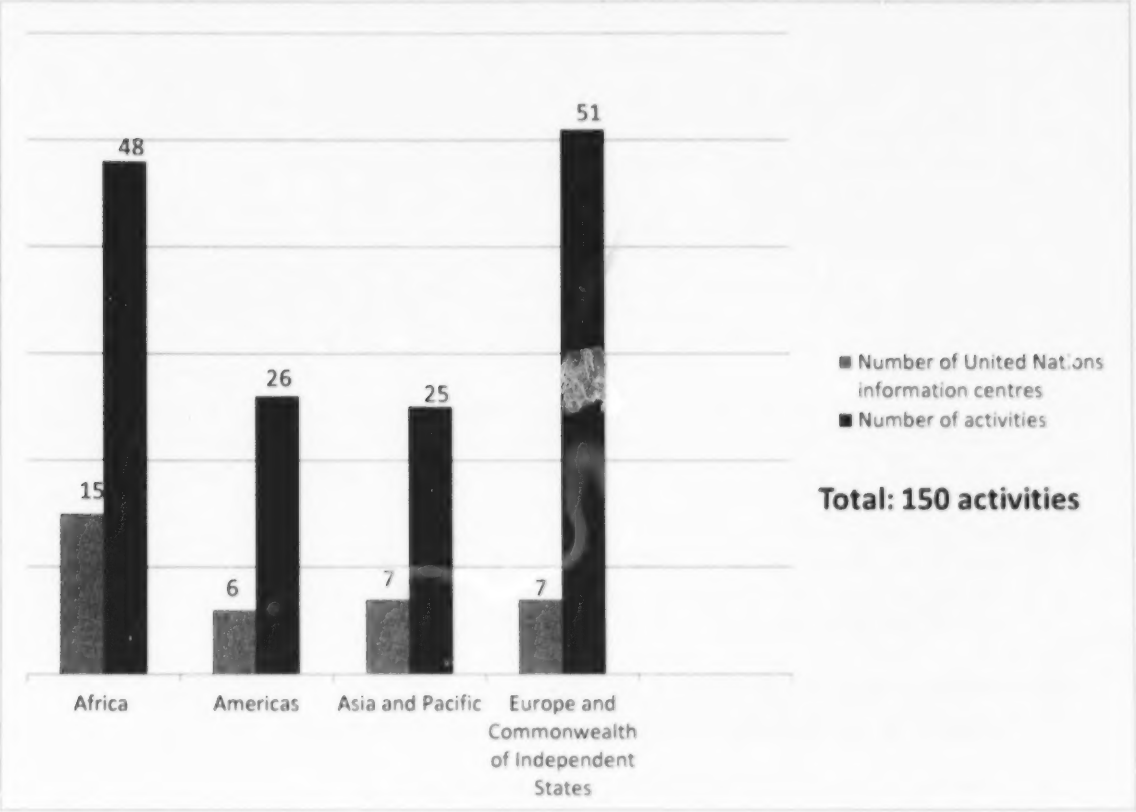
74. On 31 January 2018, the Programme organized the annual Holocaust memorial ceremony, under the theme "Holocaust remembrance and education: our shared responsibility". Hosted by the United Nations Under-Secretary-General for Global Communications, statements were delivered by the Secretary-General, the President of the General Assembly and representatives of the Permanent Missions of Israel and the United States to the United Nations. Thomas Buergenthal, a retired Judge of the International Court of Justice, served as keynote speaker, and Eva Lavi shared her personal testimony as a Holocaust survivor.

75. The Programme produced educational materials for use by the global network of United Nations information centres that included a lesson plan and a poster exhibit titled "The Butterfly Project: remembering the children of the Holocaust", in all six official languages. It also partnered with Yad Vashem — the World Holocaust Remembrance Center, to produce a set of posters on the theme "The Holocaust: keeping the memory alive" in all six official languages.

76. In addition, the film *Children of the Holocaust* was subtitled in French, Russian and Spanish. Together with the posters, translations for this educational package were provided by the United Nations information centres in Antananarivo, Buenos Aires, Mexico City, Moscow and Yaoundé, together with the United Nations Office in Minsk.

77. The global network of United Nations information centres held 150 Holocaust remembrance and education activities in 38 countries in January 2018.

Figure
United Nations information centres and Holocaust remembrance activities held in 2018 by location



B. Remembrance of the victims of slavery and programme of educational outreach on the transatlantic slave trade and slavery

78. The Remember Slavery Programme continued its educational outreach in 2017 on the causes, consequences and lessons of the transatlantic slave trade under the theme "Remember slavery: recognizing the legacy and contributions of people of African descent".

79. The Programme organized two events in Washington, D.C., for educators and university students and the diplomatic community. A discussion on "The legacy and contributions of people of African descent" was held on 17 October 2017 in partnership with the George Washington University, Howard University, the Association for the Study of African American Life and History and Afrodiaspora Inc.

80. On 18 October 2017, a screening of the documentary film titled *Familiar Faces Unexpected Places: A Global African Diaspora* was held in partnership with the Organization of American States at the Hall of the Americas.

81. The Programme also celebrated African heritage and culture at a student event held on 27 December 2017 during Kwanzaa week at the African Burial Ground

National Monument in New York. The event highlighted the legacy of black achievement and the principal features of the Ark of Return, a permanent memorial to honour the victims of slavery and the transatlantic slave trade.

82. The theme for the International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade in 2018 is "Remember slavery: triumphs and struggles for freedom and equality". On 8 February 2018, to mark Black History Month, the Programme held a screening of *Familiar Faces/Unexpected Places: A Global African Diaspora* at United Nations Headquarters in New York.

83. The Programme and the International Museum of Slavery, in Liverpool, United Kingdom, produced a poster exhibition in February 2018 on "A legacy of black achievement" in all six United Nations official languages which was distributed to the global network of United Nations information centres for their remembrance and education activities. In addition, the Programme published a 2018 calendar showcasing the Ark of Return and encouraging visitors to visit New York to experience it.

84. The Programme produced a permanent exhibition on the United Nations guided tours route that features a model of the Ark of Return, with descriptive panels on its three main elements, as well as the Remember Slavery programme and the International Decade for People of African Descent.

85. Working in close collaboration with the Caribbean Community and the African Union, the Department's Remember Slavery programme will undertake further educational and outreach activities at New York Headquarters and around the world through the global network of United Nations information centres.

XI. United Nations publications sales and marketing: expanding access to knowledge and information in all formats

A. Sales and marketing of United Nations publications

86. During the period under review, the United Nations iLibrary (www.un-ilibrary.org) grew to contain more than 6,000 titles, of which half are in languages other than English. The United Nations iLibrary, which allows fully searchable access to view aggregated United Nations content, has an upgraded, more user-friendly and mobile responsive platform to enable and facilitate use everywhere.

87. The e-commerce platform shop.un.org promotes new publications in connection with United Nations priorities such as the Sustainable Development Goals, human rights, international peace and security, climate change, gender, migration and special events such as the seventieth anniversary of the Universal Declaration of Human Rights.

88. The Department created and published two new editions of the Universal Declaration of Human Rights in all six official languages to commemorate its seventieth anniversary. They were released on 10 December, Human Rights Day.

89. *The Essential UN*, a newly created illustrated publication for young people, intended as an introduction to the United Nations for the general public, was published in February.

90. A booklet in English and French versions (with other languages forthcoming) on the Sustainable Development Goals, illustrated by French artist YAK and featuring United Nations digital ambassador Elyx, was released during the reporting period.

91. The Sales and Marketing Section hosted over 50 intergovernmental organization publishers at the annual publishers inter-agency meeting at the Frankfurt Book Fair in October. In collaboration with the Evaluation and Communications Research Unit of the Department, a survey was administered on the state of intergovernmental organization publishing in the world and results were shared at the meeting.

B. United Nations Development Business

92. United Nations Development Business — a trust fund in the Outreach Division and subscription-based online publication for procurement announcements for development projects — continued to focus on encouraging inclusive supply chains, facilitating knowledge-sharing on gender-responsive procurement and improving access by African and Asian companies to global public procurement. The Development Business website had an average of 196,187 page views per month.

XII. United Nations Non-Governmental Liaison Service

93. By recommendation of the Secretary-General, the United Nations Non-Governmental Liaison Service was integrated into the Department of Public Information as of 1 August 2017, with a view to complementing the outreach efforts of the Department to non-governmental organizations.

94. The Service is an inter-agency programme of the United Nations with offices in New York, founded in 1975 to address the need to strengthen non-governmental liaison and services identified in the report of the Secretary-General in response to recommendations of the Committee and of Economic and Social Council resolutions 1739 (LIV) and 1740 (LIV).

95. The key activities of the Service from September 2017 to the end of March 2018 included facilitating stakeholder participation in: the General Assembly preparatory process for a global compact on migration; the high-level meeting on the United Nations Global Plan of Action to Combat Trafficking in Persons; the high-level meeting on the total elimination of nuclear weapons; United Nations Development System review process consultation; dialogues with the Deputy Secretary-General in preparation for the Climate Summit in 2019, and facilitating the high-level meeting of the General Assembly on "Peacebuilding and sustaining peace".

XIII. Conclusions

96. The Department continued to engage with multiple audiences, particularly young people, academia and the general public, in order to expand its support base, both locally at Headquarters in New York and around the world. Special attention has been paid to the expansion of the use of languages other than English in all outreach activities. At the same time, the Department has continued to deepen its relationship with core constituencies through the use of technology while continuing to serve the public on the other side of the digital divide through more traditional media such as print publications.

97. The Department's remembrance and education programmes, namely the Holocaust and the United Nations Outreach Programme and the commemoration of the International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade, have been particularly active in keeping memories alive through outreach events and expansion of outside partnerships.

98. The growing importance of youth-related activities underscores the importance that the Organization attaches to education and empowering young people to face challenges in the future.

99. The Department is committed to further developing strategic alliances with established and new partners to build on successful initiatives. Partnerships are a creative, targeted, cost-effective and impactful way forward to expand outreach to varied audiences.